1994 STRATEGIES

- MAINTAIN CURRENT FRANCHISE THROUGH DIRECT MAIL FSIs, AND CONTINUITY OFFERS.
- TARGET RESPONSIVE SALEM AND OTHER COMPETITIVE SMOKERS THROUGH DIRECT MAIL AND FSIs IN KEY MARKETS.
- SPEND IN WELL DEVELOPED ALPINE GEOGRAPHIES.
- LIMIT RETAIL PROMOTIONS TO KEY MARKETS.

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Source: https://www.industrydocuments.ucsf.edu/docs/xsfn0004

ALPINE PERFORMANCE

	YTD 3/94	1994 1st Revised	Change vs. 1993
Volume (mil units)	403	1,613	-8.7%
Share	0.35	0.34	-0.04
Marginal Cont ($mil)		$29.2	-$8.0
DME		13.0	-37.5%
Net Cont ($mil)		$12.1	+$1.7

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Source: https://www.industrydocuments.ucsf.edu/docs/xsfn0004

ALPINE PROMOTIONAL CALENDAR

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
FSI	X	X	X	X	XX*	X	X	X	X	X	X	
Direct		X*		X	X			X*		X		X
Local Retail			X			X			X			
Crtn Stuffer							X					

* Includes Continuity

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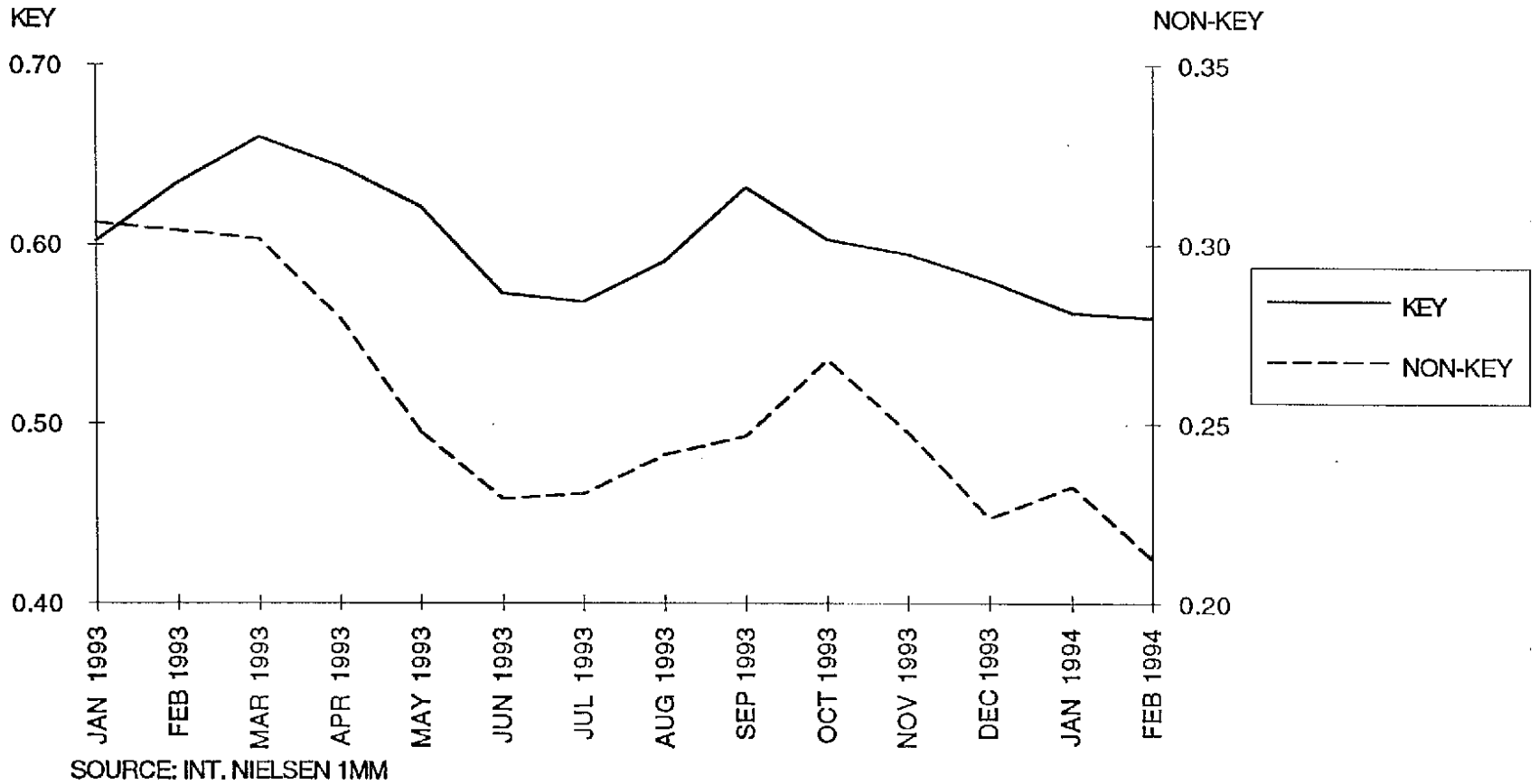
Source: https://www.industrydocuments.ucsf.edu/docs/xsfn0004

ALPINE'S RETAIL SHARE IN KEY SECTIONS APPEARS TO HAVE STABILIZED SINCE JANUARY

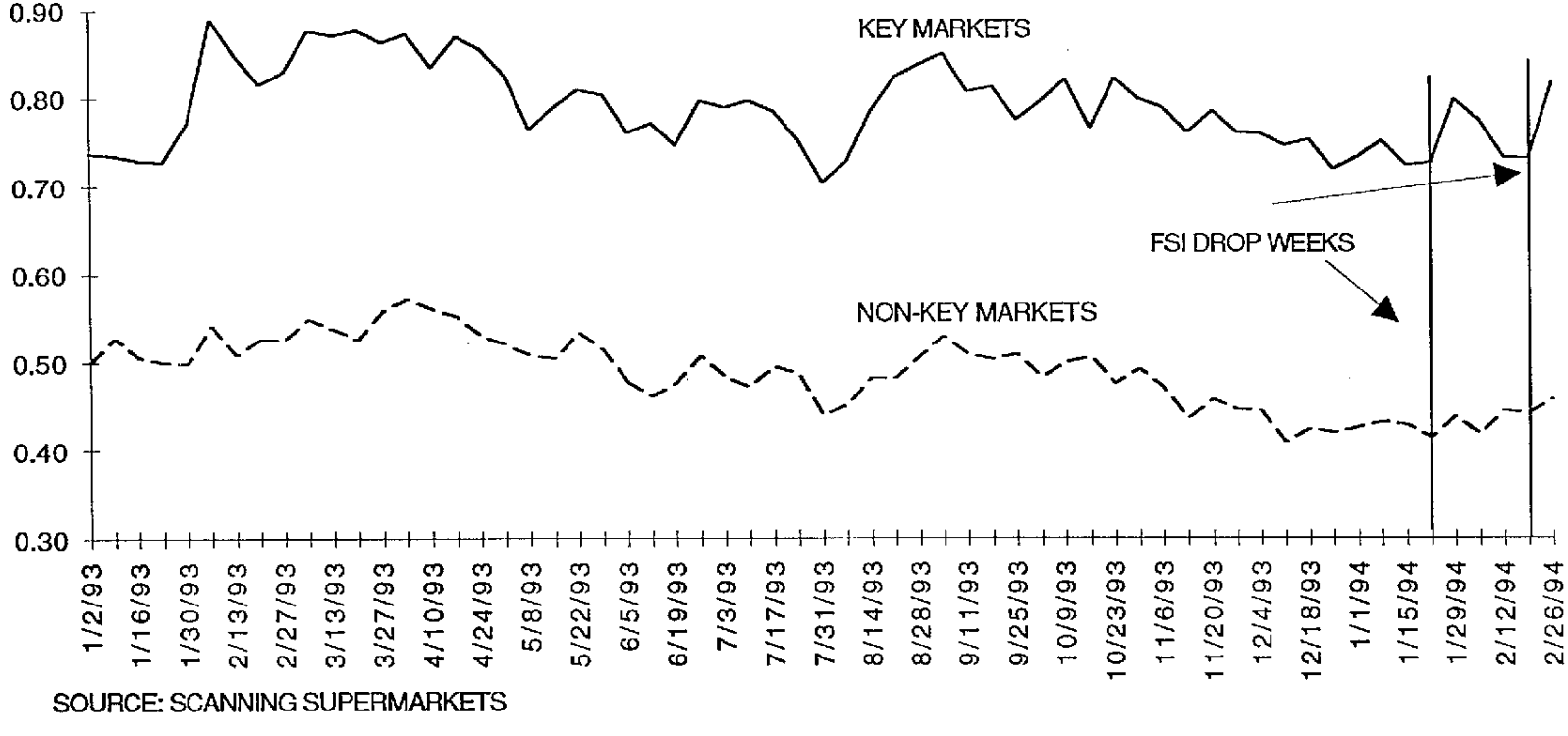


SOURCE: INT. NIELSEN 1MM

2041408602

Source: https://www.industrydocuments.ucsf.edu/docs/xsfn0004

ALPINE'S SHARE IN SUPERMARKETS IN KEY MARKETS INCREASED +0.07 AND +0.09 AFTER THE JANUARY AND FEBRUARY FSI'S, RESPECTIVELY. IN NON-KEY MARKETS SHARE IMPROVED +0.03 AND +0.02.

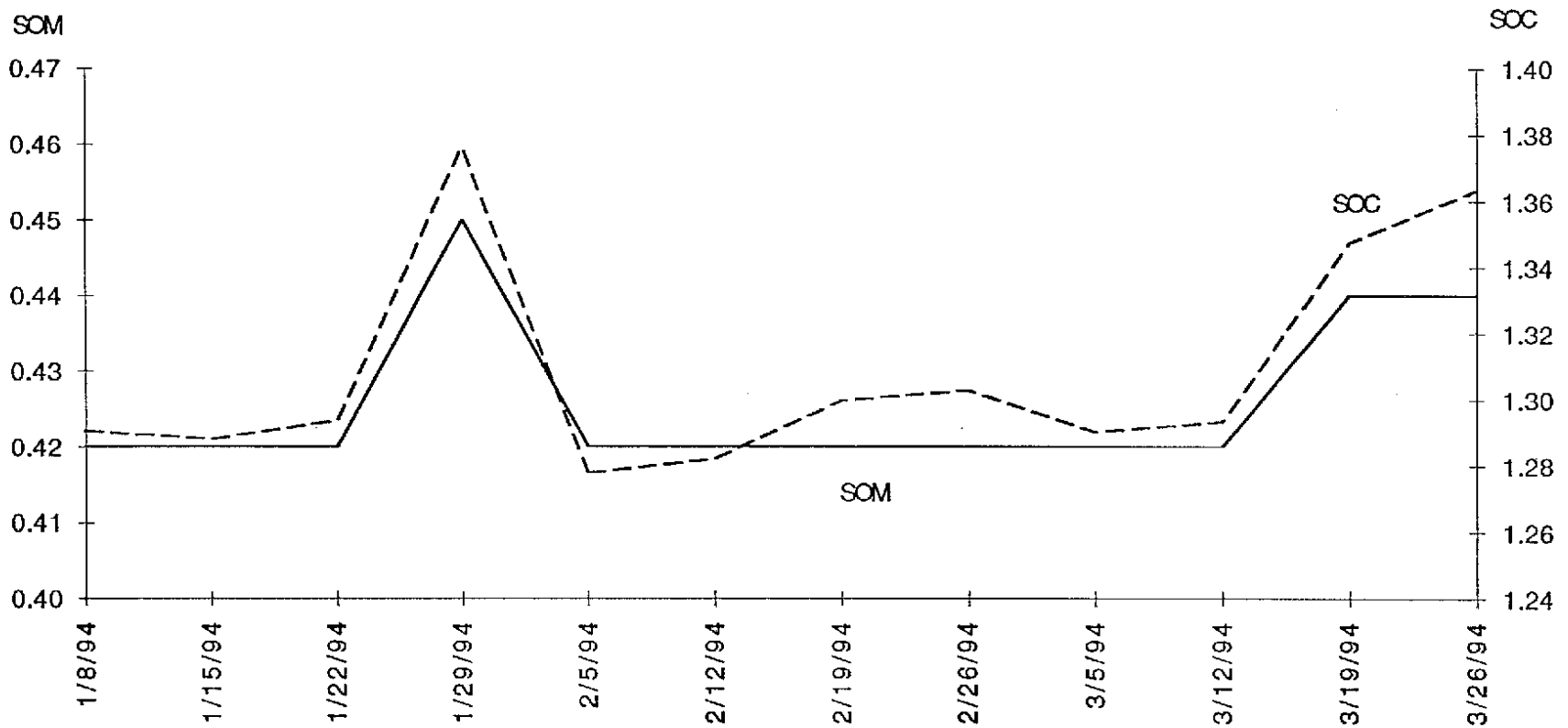


SOURCE: SCANNING SUPERMARKETS

2041408603

Source: https://www.industrydocuments.ucsf.edu/docs/xsfn0004

WEEKLY NIELSEN DATA ACROSS ALL TRADE CLASSES SHOWS THAT ALPINE'S SHARE OF MARKET AND SHARE OF CATEGORY HAVE BEEN STRONG AND VERY RESPONSIVE TO FSIs AND LOCAL INITIATIVES.



SOURCE: WEEKLY NIELSEN INT.

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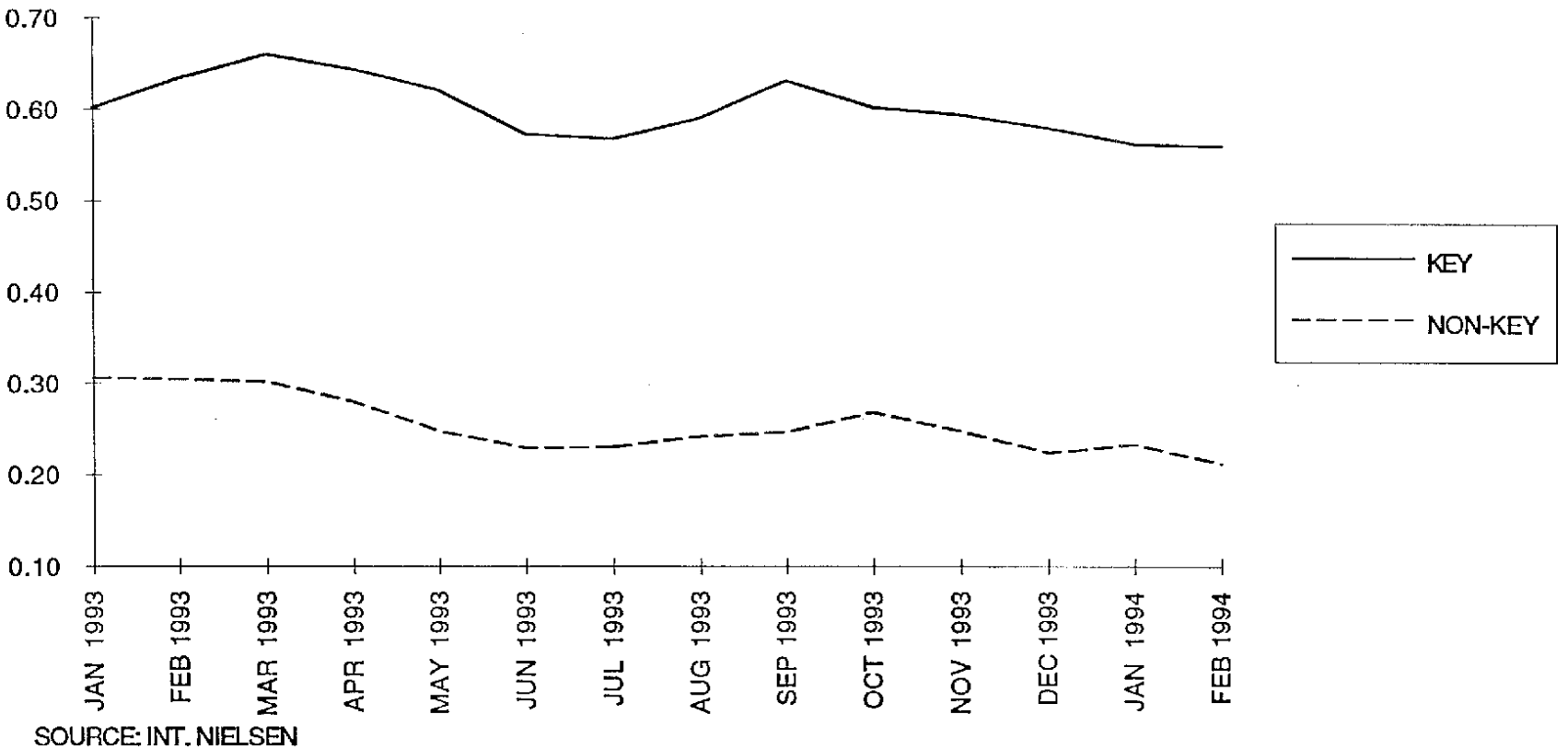
Source: https://www.industrydocuments.ucsf.edu/docs/xsfn0004

ALPINE'S RETAIL SHARE IN KEY SECTIONS APPEARS TO HAVE STABILIZED SINCE JANUARY



SOURCE: INT. NIELSEN

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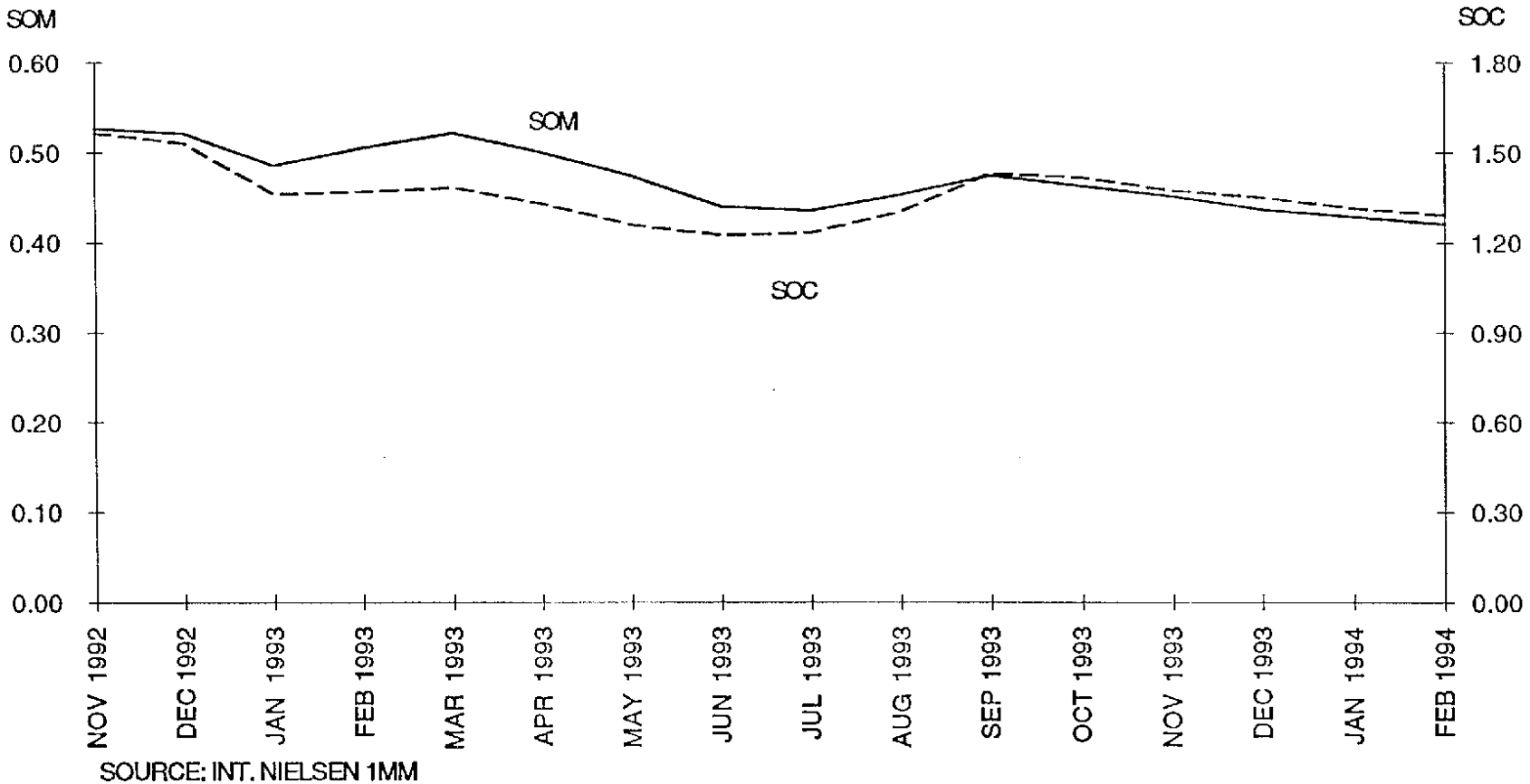
Source: https://www.industrydocuments.ucsf.edu/docs/xsfn0004

ALPINE'S NATIONAL SHARE OF MARKET AND SHARE OF CATEGORY HAVE TRENDED TOGETHER.



SOURCE: INT. NIELSEN 1MM

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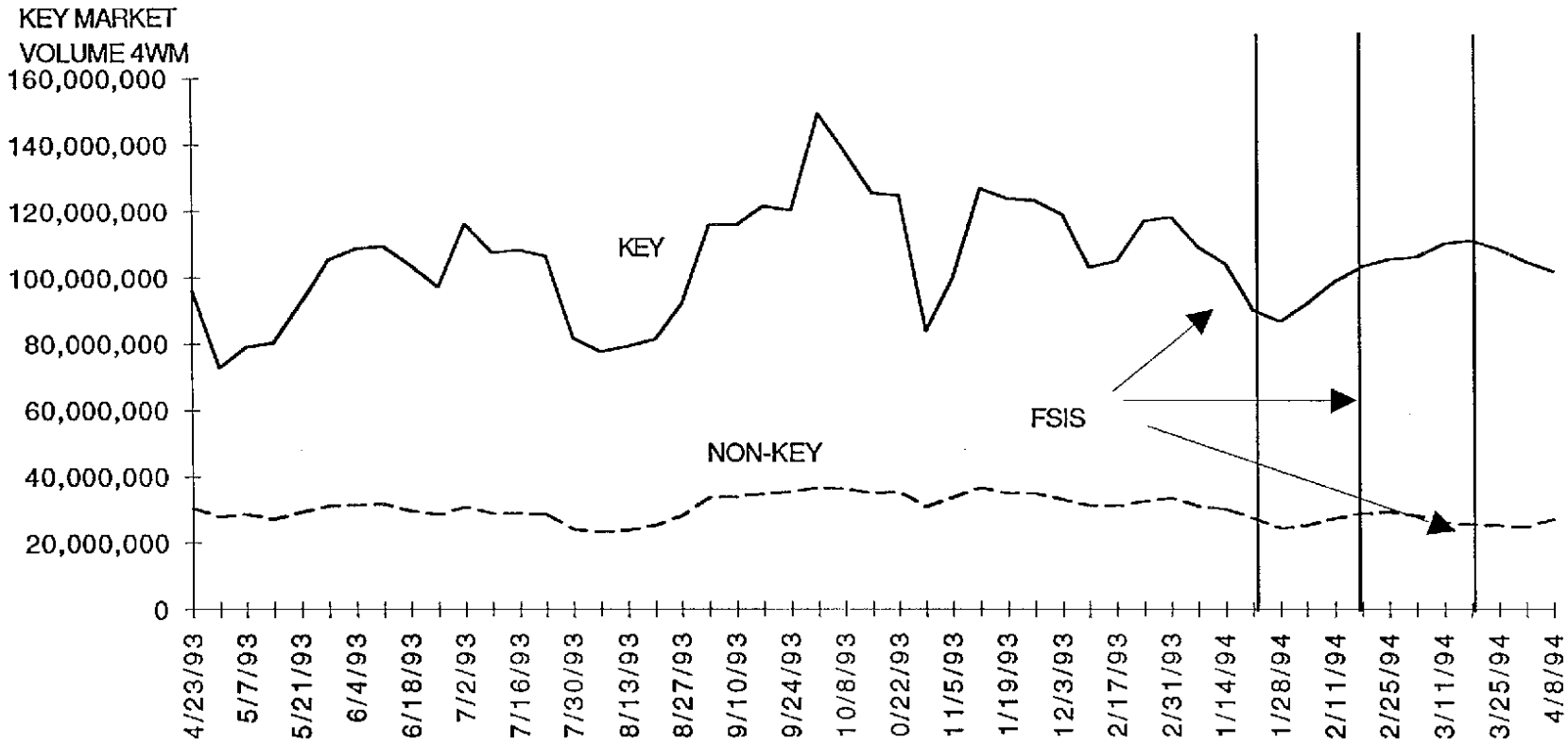
Source: https://www.industrydocuments.ucsf.edu/docs/xsfn0004

NOT WITHSTANDING A SLIGHT DOWNTURN RECENTLY, IN 1994 THE VOLUME TREND IN ALPINES' KEY MARKETS HAS GENERALLY BEEN MORE FAVORABLE THAN IN THE NON-KEY MARKETS*



*NOTE: MANY KEY MARKETS ALSO RECEIVED THE MARCH B1G1F OFFER, HELPING SUSTAIN VOLUME

2041408607

Source: https://www.industrydocuments.ucsf.edu/docs/xsfn0004